

pixels for pistols

cameras-for-guns amnesty program

The Toronto Police Service has partnered with Henry's and Olympus for this crime prevention initiative. Safety in the community is a shared responsibility between police and our citizens.

Pixels for Pistols provides an opportunity for the community to get involved in preventing crime. This unique cameras-for-guns exchange program had its debut in Toronto in 2008 and was an overwhelming success.

We must work together with the community to get guns off of our streets and keep them out of the hands of criminals.

William Blair, C.O.M. Chief of Police

Henry's is a Canadian owned and operated company. As a thank-you to the community we so proudly serve, we initiated a unique program in 2008 aimed at putting an end to gun violence in Canadian cities.

Calling it Pixels for Pistols, this unique cameras-for-guns exchange program debuted to an overwhelmingly positive response in Toronto. We have since launched the program in Halifax and Winnipeg to equal enthusiasm and success.

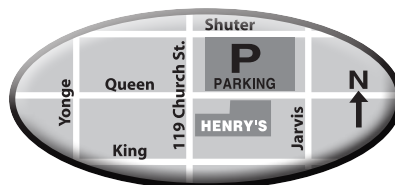
Now Henry's, along with our dedicated partners, are honoured to announce Pixels for Pistols has returned to Toronto. We would like to thank Olympus Canada, the Toronto Police Service, the Ministry of Community and Safety and Correctional Services and the City of Toronto, for this opportunity to help make Toronto safer, one gun at a time.

Ian Landy, President and CEO, Henry's

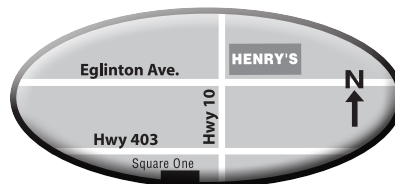


Amnesty "Reward" Cards can be exchanged at any of the following Henry's locations:

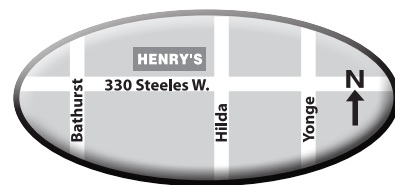
Toronto Superstore
119 Church Street Tel: 416-868-0872



Mississauga
5027 Hurontario St. Tel: 905-568-1922



Thornhill
330 Steeles Ave. W. Tel: 905-886-1020



Scarborough
Kennedy Commons Mall Tel: 416-298-2021



www.henrys.com/pixelsforpistols

* This project has been made possible by a grant from the Ministry of Community Safety and Correctional Services

* The views expressed in the publication are the views of the recipient and do not necessarily reflect those of the Ministry



KEEP TORONTO SAFE.

ONE GUN AT A TIME.



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Beginning June 3, 2013, for a two week period, take advantage of the Pixels for Pistols program, that allows you to safely surrender an operational firearm(s) in exchange for an Olympus VG-160 digital camera from Henry's.

Firearms **CANNOT** be brought into any police facility. Firearms **CANNOT** be exchanged at any Henry's location.

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Pixels for Pistols? What's this all about?

The Toronto Police Service, the Ministry of Community Safety and Correctional Services and the City of Toronto are committed to putting an end to gun violence. We recognize that this commitment requires the community do their part to surrender firearms and assist in keeping the City of Toronto a safe place to live.

A Community Partnership with the Toronto Police Service

The Toronto Police Service, the Ministry of Community Safety and Correctional Services and the City of Toronto are proud to partner with Henry's and Olympus Canada to present the Pixels for Pistols gun amnesty. This program will result in the safe recovery and disposal of firearms by the Toronto Police Service. As an incentive, Henry's and Olympus Canada will provide citizens who surrender operational firearms for disposal an Olympus VG-160 Digital point and shoot camera and a Henry's School of Imaging gift card, a value of \$175.00.

The gun amnesty is available to residents of Toronto only.

The Amnesty Period is: Monday, June 3, 2013 to Monday, June 17, 2013

Residents of Toronto who wish to surrender firearms must contact Toronto Police Service at 416-808-2222 between the hours of 7am and 7pm.

Firearms **CANNOT** be brought into any police facility. Firearms **CANNOT** be exchanged at any Henry's location.

Members of the public who surrender firearms under the amnesty will not be subject to criminal firearm possession charges.*

The "reward card" must be redeemed at one of four Henry's GTA locations: Thornhill, Scarborough, Mississauga, or Toronto Superstore. Henry's locations are listed on the back of this pamphlet.

For more information contact:
Staff Sergeant Chris Boddy
Toronto Police Service
416-808-8079
chris.boddy@torontopolice.on.ca

Firearm Exchange Incentive

The following incentive package will be rewarded to those who participate in the gun amnesty.



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Olympus VG-160 PLUS a School of Imaging Gift Card.

Total Retail Value \$175.00



*Although this amnesty provides limited immunity to certain possession offences it does not include any other offences that may be connected to a particular firearm or individual. Firearms suspected as crime guns will be investigated thoroughly, including Centre of Forensic Sciences ballistics testing, serial number restoration if obliterated and a trace of the origin of the firearm will be conducted.

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